

STRATEGIC DIRECTION

By 2024, we will be helping over 600 students in need per year. We will achieve this by growing the Foundation's revenues by 56% through revenue diversification, strong community awareness, employing strong governance and streamlining efficient and transparent processes.

Strategic Goals	HCCF will double the number of students being financially assisted annually.	HCCF will increase our fundraising program by 56% to ensure we can meet the growing need, and to ensure that we are financially sustainable.	HCCF will have a strong Community Awareness within Halton.	HCCF will have strong Governance / Operational Processes to ensure organizational sustainability, efficiency and transparency.
Priorities for each goal	<ol style="list-style-type: none"> 1) Significantly increase awareness with HCDSB school staff, that applications can be accepted 2) Begin discussions to develop a framework and success criteria for bursaries for post-secondary education (i.e. university, college, trades) to be available for HCDSB students who are graduating from grade 12 	<ol style="list-style-type: none"> 1. Be fiscally responsible 2. Net revenue from existing events has increased 3. 80% of Executive Director's time is dedicated to fundraising and creating awareness in the community. 4. 12-months of operating dollars in reserve to help ensure financial stability 5. Engagement with students & volunteers has increased 6. Leverage legacy donor data from our database 7. Increase funding directly from HCCF Board member connections 	<ol style="list-style-type: none"> 1) Launch and leverage new HCCF brand 2) Increase our community awareness 3) Strengthened relationships with key stakeholders including, HCDSB Parents, HCDSB Trustees, HCDSB Senior Staff, HCDSB School Staff, HCDSB unions, Halton Parishes and local Politicians. 	<ol style="list-style-type: none"> 1. A strong skills-based and diversified Board. 2. Governance policies and practices that support and reflect the foundation 3. Board member recruitment process that is focused on skills, foundation needs and reflects our community.